

STANDARD OF QUALITY

■ Every component of your Continental Tape Recorder is designed and "guild-crafted" by world famous Philips of The Netherlands, to satisfy the highest standards of quality and reliability.

■ The tape head, heart of any tape recorder, is made of the world's finest tool steel, then mirror polished to perfection — to assure you long life and uncompromising sound quality, even at the slower speed.

■ The speaker has been specifically designed and matched to the exact characteristics of your Continental 101, assuring you the most faithful sound reproduction. It contains a special magnetic material, Ticonal 7, Philips designed, which makes possible a lighter more compact construction with vastly improved sound quality, distortion free at higher volumes.

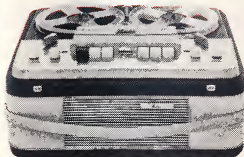
■ Every switch is gold coated to guarantee absolute dependability and complete ease of operation for both record and playback.

■ And every Continental Tape Recorder is fully tropicalized, moisture- and fungus-proof for rugged reliability wherever you go. Sold and serviced throughout the Free World.

OTHER *Norelco*[®] Quality Tape Recorders



CONTINENTAL 200
Completely self-contained with every feature needed for professional type home recording and playback. 4 track mono record, stereo playback through your hi-fi system.



CONTINENTAL 301
4 speeds including 15/16 ips for 32 hours recording/-playback. Superb high quality reproduction. Has two preamps. Playback stereo tapes through your radio, phono, TV.



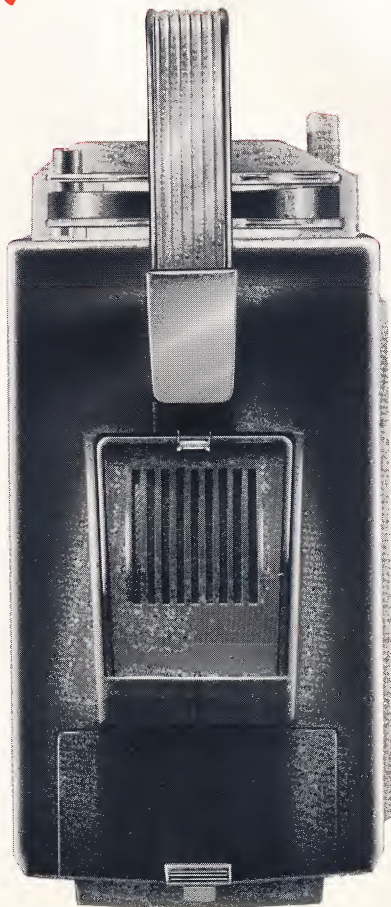
CONTINENTAL 401
4 speeds! 4 track stereo/mono Record and Playback. New multiplay feature permits sound on sound recording and simultaneous transfer from one track to another. A new dimension in tape recorder enjoyment.



The Little Tape Recorder with the Big Sound.

NORELCO 101 TRANSISTOR PORTABLE

Norelco®



CONTINENTAL 101 SPECIAL FEATURES

Long Range

Extra sensitive dynamic microphone picks up sound from the farthest points, in classroom or concert hall. Tape everything from normal voice recordings to lectures, to concerts, to bird calls, with a perfect playback every time. Listen to full range wide frequency sound (80 - 8000 cps) the best quality of any tape recorder its size. Even dial in your favorite tone, with variable bass/treble tone control.

Long Play

Record up to three hours on a 4 inch reel of tape. Get broadcast quality playback with no variation of tape speed at beginning or end. (Note: tape load governs the



speed of inferior tape machines. Tapes run too slow at beginning, too fast at end). With Norelco's capstan drive you get constant speed operation and perfect reproduction from start to finish.

Long Life

100% transistorized construction with solid state circuitry add years to the life of your Continental Tape Recorder. You get instantaneous operation, trouble-free performance (no tubes to burn out) and minimum battery drain, up to 40 hours recording life on six ordinary flashlight batteries that can be bought anywhere.

Norelco® CONTINENTAL 101

Solid State Circuitry

Self-contained — no tubes to replace.

Dynamic Microphone

Ultra sensitive at great distances.

Constant Tape Speed

make broadcast quality recordings.

Bass-Treble Tone Control

*big sound — highs and lows
as you like them.*



■ As simple to operate as a portable radio. Works on six ordinary flashlight batteries. Push two buttons, you're recording. Push one button you're playing back. Dial in your favorite bass/-treble tone. Get *big sound*, clear as a bell, loud as you want it. Rewind? Fast, in a matter of seconds.

■ Ruggedly built, yet weighs only 7 lbs. Can be worn over your shoulder like a camera in its deluxe leather carrying case (available as an accessory).

■ You can record with the high quality microphone that comes with the Continental 101 or use the patch cord and hook up to a radio or phonograph. You can playback music/voice through your own radio, TV, even high fidelity system.

■ OTHER FEATURES: Superior recording capability lets you play tapes on any 1 7/8 ips two track recorder with no distortion or loss of sound quality. Single control handles both recording and playback. Window indicator shows best recording level plus exact battery condition. Transparent plastic cover protects assembly and tape from dust or damage. Tape guard automatically releases tape from contact with magnetic head when recorder is not operating or when you are rewinding tape thus eliminating tape scratch.

S P E C I F I C A T I O N S	
TRACKS	Two.
TAPE WIDTH	1/4 Inch.
TAPE SPEED	1 7/8 constant speed Capstan drive.
STORAGE SPACE	Microphone
FREQUENCY RESPONSE	80 - 8000 cps.
SIGNAL TO NOISE RATIO	Better than — 45 db.
WEIGHT	7 lbs.
DIMENSIONS	11" w. x 3 3/4" d. x 8" h.

Norelco® CONTINENTAL 101 ACCESSORIES



Deluxe Custom Fitted Leather Carrying Case
You have every control at your fingertips. Handy compartments for microphone, remote microphone switch, spare reels, too. In lustrous cordovan leather.



Leatherette Carrying Case
Economy version of deluxe carrying case.

Remote Microphone Switch

Start tape, then stop it again, instantly, without turning machine off. Perfect for candid on the spot recordings.



AC Adapter

Operate your recorder by household current. Conserves energy when recording or playing back at home. Will also energize batteries.

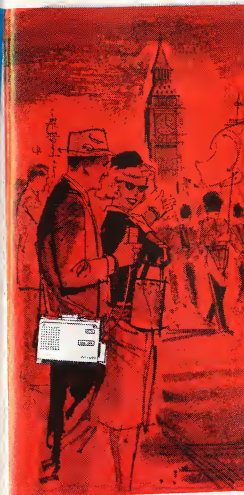


Listening Headphones
Lets you listen to your tape recordings in privacy.

how many ways can you use the CONTINENTAL 101

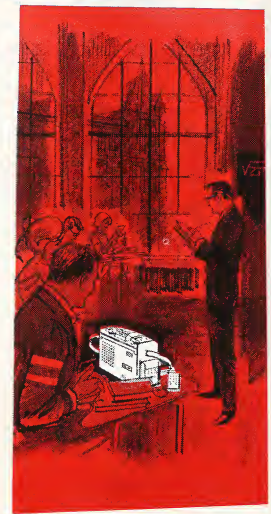
Amateur photographers add sound . . . the professional 'Continental' way

For they've found the Continental '101' a perfect photographic assistant — and you will too! Designed to add the vital dimension of living sound to your home movies and slides, it's always at hand to record a running commentary on the what, where, how and why of a difficult shot . . . to capture the sound that gives "color" to your black-and-white photos . . . to simplify a photo-reporting job . . . to give extra meaning to every click of your camera.



Smart people "on the way up" . . . go 'Continental'

Nothing approaches this newest addition to the Norelco family of tape recorders when it comes to on-the-fly true fidelity recordings — whether of lectures in the classroom . . . reference material in the library . . . practice for the speech you are about to make . . . ground-work on the paper you are about to write . . . interviews (indoors or out) . . . inventories in the stockroom . . . fleeting inspirations . . . brainstorming sessions . . . a hundred others! If you are going places, take along a Continental '101' — you are sure to get there faster every time!



Pleasure lovers . . . love the 'Continental' With a Continental '101' to capture your vacation pleasure in truly living sound, you will enjoy your vacations all year round. Add the delight of sharing theatrical and musical performances, nature walks, sports activities and family picnics with whomever you choose, whenever and wherever you choose, all because you chose the convenient Continental '101' as your indispensable companion.

Home is twice the fun . . . 'Continental' style

Recording and playing back the music you love . . . the rediscovered riches of your children's parties . . . their first sounds and solos . . . the preserved pleasure of your guests' funny stories, with never a punch line lost, never a joke forgotten . . . the great security of being able to leave your special "go-to-sleep" voice at home for the baby sitter to play back whenever you choose to be away for an evening. But discover for yourself, in your own home, how all delights magically double when you own the amazingly versatile Norelco Continental '101'.